

Rethink Possible



Text to 911 Discussion



Because Carrier SMS services are a declining service, any Text-to-911 solution must apply equally to Over-the-Top (OTT) SMS services.

“OTT services that compete directly with mainstay telecom services, such as voice over IP and converged cross platform messaging, are obvious threats to telecom service providers, and indeed have resulted in significant loss of revenues.”¹

“...the cannibalization of SMS revenues by OTT players, currently estimated to be \$23.17bn, will reach \$54.37bn by 2016. Not only are OTT players changing consumers' messaging preferences, but the pressure they are exerting on operators' messaging services is forcing operators to offer increased SMS bundles and experiment with messaging pricing models, further dampening revenue growth.”²

Sources:

- 1) Ovum, *New Revenues Opportunities in Telecoms: 2013-2016* (published 10/3/2012), at p.18).
- 2) Ovum, *Counteracting the Social Messaging Threat* (Published July 2012), p. 10.



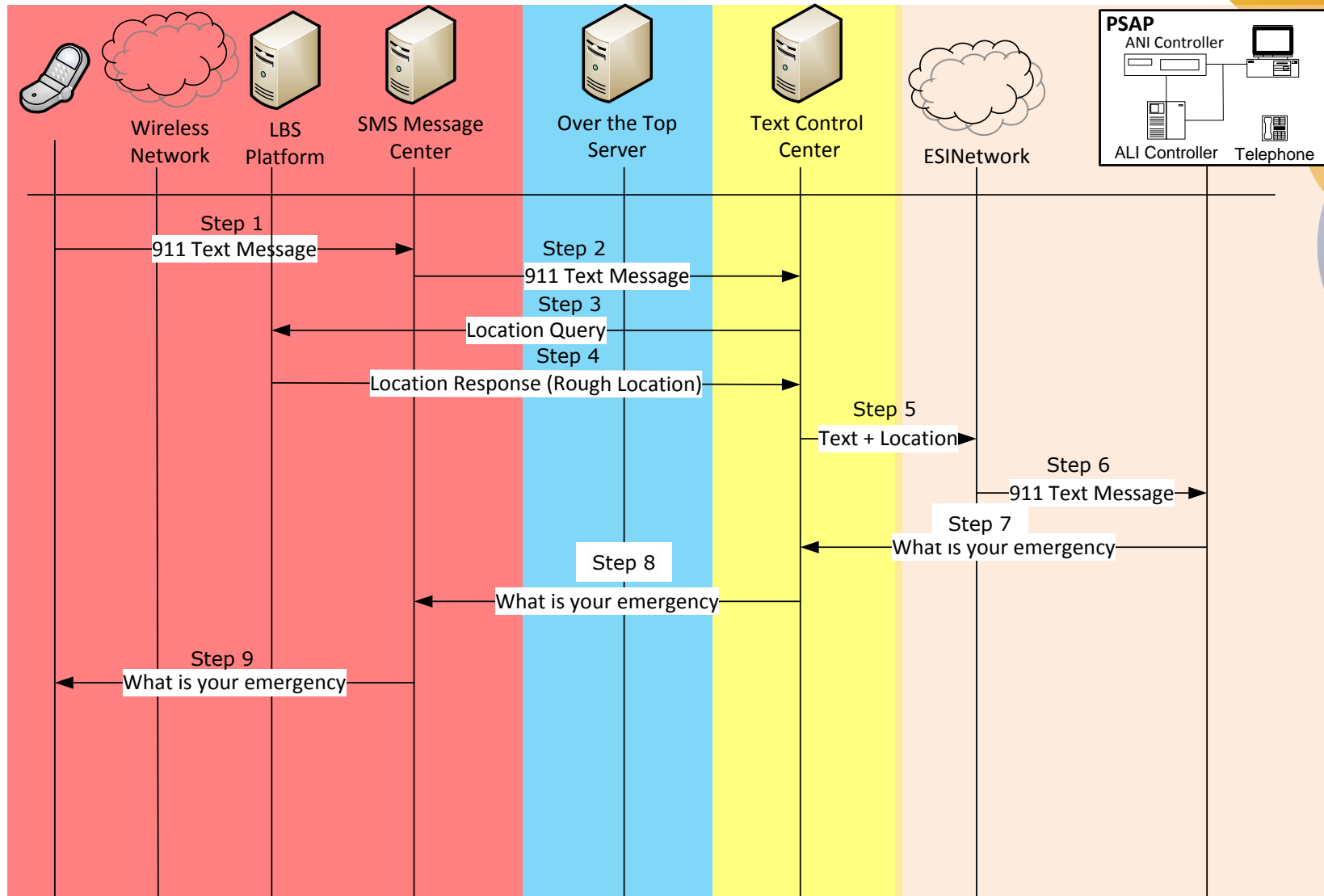
Simplified SMS Message Flow

Originating Service Provider

OTT Provider

Text Gateway Provider

PSAP Network



Simplified OTT Text Flow

